

1. A computerized method for providing advertising to a consumer and/or for gathering statistical data from the consumer associated with a commercial entity's products and/or services, comprising the steps of:

providing a computerized game to a consumer, the game including the step of testing the consumer's ability to recognize a marketing object associated with the commercial entity, the marketing object taken from a group consisting of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line, the commercial entity's product name, a competitor's logo, a competitor's trademark, a competitor's tradename, a competitor's tag line and a competitor's product name.

2. The computerized method of claim 1, wherein the testing step includes the step of providing a computerized puzzle for the consumer to solve.

3. The computerized method of claim 2, wherein the computerized puzzle involves a puzzle taken from a group consisting of:

a fill-in-the-missing-letters type word game;

an unscramble-the-letters type word game;

a multiple-choice type question;

a true-false type question;

a fill-in-the-blank type question;

a game testing the user's ability to assemble a finished image from a plurality of scrambled partial-images;

a game testing the user's ability to recognize a marketing object from a partial image of the marketing object;

a concentration style memory matching game; and

a game testing the consumer's ability to recognize marketing objects associated with the commercial entity versus marketing objects not associated with the commercial entity.

4. The computerized method of claim 3, wherein the game includes a plurality of computerized puzzles and the consumer is provided with a series of the plurality or the computerized puzzles.

5. The computerized method of claim 4, wherein the game includes the step of selecting a next of the plurality of puzzles in the series to be provided to the consumer based, at least in part, upon the performance of the consumer in one or more previous puzzles.

6. The computerized method of claim 5, wherein the game includes the step of selecting a next of the plurality of puzzles in the series to be provided to the consumer based, at least in part, upon demographical information of the consumer.

7. The computerized method of claim 6, further comprising the step of storing the puzzle-solving performance of the consumer for at least one of statistical analysis and report generation.

8. The computerized method of claim 5, further comprising the step of delivering one of a plurality of marketing messages to the consumer based, at least in part, upon the puzzle-solving performance of the consumer.

9. The computerized method of claim 8, wherein the step of delivering one of a plurality of marketing messages to the consumer is also based, at least in part, upon demographic information of the consumer.

10. The computerized method of claim 5, further comprising the step of offering at least one of a coupon, a product sample, a loyalty program and a gift based, at least in part, upon the puzzle-solving performance of the consumer.

11. The computerized method of claim 5, further comprising the step of offering at least one of a coupon, a product sample, a loyalty program and a gift based, at least in part, upon a combination of the puzzle-solving performance of the consumer and demographic information of the consumer.

12. The computerized method of claim 4, wherein the game includes the step of selecting a next of the plurality of puzzles to be provided to the consumer based, at least in part, upon demographical information of the consumer.

13. The computerized method of claim 2, further comprising the step of storing the puzzle-solving performance of the consumer for at least one of statistical analysis and report generation.

14. The computerized method of claim 2, further comprising the step of delivering one or more of a plurality of marketing messages to the consumer based, at least in part, upon the puzzle-solving performance of the consumer.

15. The computerized method of claim 2, further comprising the step of delivering one or more of a plurality of marketing messages to the consumer based, at least in part, upon a combination of puzzle-solving performance of the consumer and demographic information of the consumer.

16. The computerized method of claim 2, further comprising the step of offering at least one of a coupon, a product sample, a loyalty program and a gift based, at least in part, upon the puzzle-solving performance of the consumer.

17. The computerized method of claim 2, further comprising the step of offering at least one of a coupon, a product sample, a loyalty program and a gift based, at least in part, upon a combination of the puzzle-solving performance of the consumer and demographic information of the consumer.

18. The computerized method of claim 2, further comprising the step of, upon a consumer failing to solve the puzzle, providing a correct answer along with one or more of a visual marketing message, a marketing image, an audio marketing message, and a video of a marketing message.

19. The computerized method of claim 18, wherein the step of providing the correct answer along with one or more of a visual marketing message, a marketing image, an audio marketing message, and a video of a marketing message includes the step of integrating the correct

answer with the one or more of the visual marketing message, the marketing image, the audio marketing message, and the video of a marketing message provided to the consumer.

20. The computerized method of claim 5, further comprising a step of providing a real-time, cumulative indication to the consumer indicative of the consumer's puzzle-solving performance.

21. The computerized method of claim 5, further comprising the step of selecting a content of the next of the plurality of puzzles in the series to be provided to the consumer based, at least in part, upon the performance of the consumer in one or more previous puzzles.

22. The computerized method of claim 5, further comprising the step of selecting a content of the next of the plurality of puzzles in the series to be provided to the consumer based, at least in part, upon demographical information of the consumer.

23. The computerized method of claim 5, further comprising the step of selecting a content of the next of the plurality of puzzles in the series to be provided to the consumer based, at least in part, upon a combination of the performance of the consumer in one or more previous puzzles and demographical information of the consumer.

24. The computerized method of claim 2, further comprising the step of presenting the puzzle to the consumer with one or more of an associated visual marketing message, an associated marketing image, an associated audio marketing message, and an associated video of a marketing message that is provided to the consumer.

25. The computerized method of claim 2, including the steps of:
providing the ability for the consumer to notify other consumers about the computerized game; and
assessing how viral the game is and/or how viral a marketing object is depending, at least in part, upon how many other consumers have been notified.

26. The computerized method of claim 1, wherein the step of providing a computerized game to the consumer includes the step of providing the computerized game to the consumer utilizing, at least in part, interactive electronic media.

27. The computerized method of claim 26, wherein the interactive electronic media utilizes delivery and access of the game over the World-Wide-Web.

28. The computerized method of claim 26, wherein the interactive electronic media is interactive television.

29. The computerized method of claim 26, wherein the interactive electronic media is a standalone computer system.

30. The computerized method of claim 26, wherein the interactive electronic media is a telephone system.

31. The computerized method of claim 1, including the steps of:
obtaining demographic information from the consumer; and
controlling at least certain aspects of the game according to at least a portion of the demographic information provided by the consumer.

32. The computerized method of claim 1, including the steps of:
obtaining demographic information from the consumer;
storing game performance data of the consumer in accordance with at least a portion of the demographic information provided by the consumer.

33. A computerized method for measuring a consumer's perception of a commercial entity's brand equity, logo, trademark, tradename, tag line, product name and the like, comprising the steps of:

providing a present interactive advertising message to the consumer;
allowing the consumer to interact with the present interactive advertising message;

gathering data associated with the consumer's interactions with the present interactive advertising message.

34. The computerized method of claim 33, wherein the present interactive advertising message is provided to a computer accessible by the consumer, the computer having a display screen and an input device.

35. The computerized method of claim 33, wherein the present interactive advertising message is provided to a display device accessible by the consumer, the display device having an associated input device.

36. The computerized method of claim 33, including the step of obtaining demographic information pertaining to the consumer.

37. The computerized method of claim 36, wherein the step of providing the present interactive advertising message to the consumer includes the step of selecting the present interactive advertising message from a group of interactive advertising messages based, at least in part, upon at least a portion of the demographic information obtained for the consumer.

38. The computerized method of claim 37, further comprising the steps of:
selecting a next interactive advertising message based, at least in part, upon at least a portion of the data associated with the consumer's interactions with the present interactive advertising message; and
providing the next interactive advertising message to the consumer.

39. The computerized method of claim 38, further comprising the step of gathering data associated with the consumer's interactions with the next advertising message.

40. The computerized method of claim 37, further comprising the steps of:
selecting a next interactive advertising message based, at least in part, upon a combination of at least a portion of the data associated with the consumer's interactions with the

present interactive advertising message and at least a portion of the demographic information obtained for the consumer; and

providing the next interactive advertising message to the consumer.

41. The computerized method of claim 40, further comprising the step of gathering data associated with the consumer's interactions with the next advertising message.

42. The computerized method of claim 33, wherein the present interactive advertising message is provided within the context of an interactive game.

43. The computerized method of claim 33, further comprising the steps of:
selecting a next interactive advertising message based, at least in part, upon the consumer's interactions with the present interactive advertising message; and
providing the next interactive advertising message to the consumer.

44. The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's awareness of the commercial entity's brand.

45. The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's awareness of the commercial entity's product.

46. The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's recall of the commercial entity's tagline.

47. The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's recall of the benefit of the commercial entity's product/service.

48. The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's image association with the commercial entity's brand equity.

49. The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's language association with the commercial entity's brand equity.

50. A computerized method for measuring a consumer's perception of a commercial entity's brand equity, logo, trademark, tradename, tagline, product name and the like, comprising the steps of:

providing an interactive puzzle to a user's computer terminal having at least a display and a user-controlled input device, the interactive puzzle testing the user's perception regarding one or more items taken from a group consisting of: a commercial entity's brand equity, a commercial entity's logo, a commercial entity's trademark, a commercial entity's tradename, a commercial entity's tagline, a commercial entity's product name, benefits of a commercial entity's product, a commercial entity's service name, and benefits of a commercial entity's service;

monitoring the user's interactions with the interactive puzzle; and

based upon the user's interactions with the interactive puzzle performing one or more of the following steps,

providing a next interactive puzzle to the user's computer;

providing an advertising message to the user's computer; and

offering to the user at least one of a coupon, a product sample, a loyalty program and a gift.

51. The method of claim 50, wherein the interactive puzzle is one of a fill-in-the-missing-letters type word game and a unscramble-the-letters type word game.

52. The method of claim 51, wherein the word game operates according, at least in part, to the step of providing a plurality of phrases consisting of at least one word for the user to fill-in or unscramble, respectively, wherein at least one of the phrases corresponds to the commercial entity and wherein at least one of the phrases corresponds to a competitor of the commercial entity.

53. The method of claim 52, wherein the plurality of phrases include different brands in a category of products/services.

54. The method of claim 52, wherein the plurality of phrases include different products in a product line.

55. The method of claim 50, wherein the interactive puzzle operates, at least in part, according to the steps of:

displaying one or more items to the user; and
querying the user whether or not the item pertains to the commercial entity.

56. The method of claim 55, wherein the item displayed to the user is a phrase consisting of one or more words.

57. The method of claim 56, wherein the phrase is one of a trademark, a service mark, a product name, a service name and a tagline of the commercial entity.

58. The method of claim 55, wherein the item displayed is an image.

59. The method of claim 58, wherein the image is one of the commercial entity's logo, a product of the commercial entity and an equity image pertaining to the commercial entity.

60. The method of claim 50, wherein the interactive puzzle operates, at least in part, according to the step of providing a question to the user.

61. The method of claim 60, wherein the operation of the puzzle further includes the step of providing at least one of an audio message, a video message and an image to the user and the question provided to the user pertains to the one of the audio message, video message and image provided.

62. The method of claim 61, wherein the one of the audio message, video message and image is an advertisement.

63. The method of claim 61, wherein the one of the audio message, video message and image is a partial segment of a complete one of an audio message, video message and image.